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Comment File to the Federal Communications Commission

Regarding: MB Docket No. 04-233

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Buckley Radio in Connecticut consists of five stations licensed to four cities or towns throughout the state. All are heritage radio stations, including WDRC-FM proudly serving Hartford and the state as a whole, and four AM stations, each licensed to a separate city or town that operate as a network. The flagship station for all programming is WDRC-AM in Hartford. The other stations are WMMW-AM in Meriden, WWCO-AM in Waterbury and WSNG-AM in Torrington. Collectively they are known as "The Talk of Connecticut." We are proud to consider ourselves members of each community in which we are licensed. We strive very hard to serve the needs of our listeners at each location, as well as the businesses, industries and organizations which make up the diverse nature of every city and town we reach.

Local News: Our stations are staffed 24 hours a day, 7 days a week with station staff constantly monitoring the multiple wire services we employ for breaking news. Our AM Talk and Information stations carry live national news coverage at the top and bottom of every hour with local highlights throughout morning drive, middays and afternoons for a total of 445-450 newscasts a week. Our FM features live news coverage at the top and bottom of every hour in morning drive with local news highlights at varying hours throughout the day on weekdays in addition to national news, for a total of 110-120 newscasts a week. All stations break into regular programming for significant breaking news.

Local Public Affairs: All of our stations feature a half-hour of public affairs programming every Sunday morning. The feature, titled "Your Town", promotes the activities and issues of the local businesses, activists, non-profits and civic leaders in the towns we're licensed to and their surrounding communities. Each program is taped in advance and then promoted prior to airing.

Additionally, the morning shows on all stations are active in local community events, issues and efforts and promote their involvement through interview segments on their programs. Our AM Talk and Information stations air an average of 15-20 ten minute interviews a week that focus on varying topics relating directly to local issues. And, every Saturday morning we turn the station over to the listeners during our "New England Town Meeting" broadcasts that focus specifically on issues that are pertinent to our listeners. Whether we are in the studio or out on the road broadcasting from various local venues that listeners frequent for breakfast, we are talking to listeners about what listeners think are important topics and what listeners would like to see done in regard to specific issues.

Our FM music station is involved in and features local issues at least once per quarter by sponsoring local events and airing promotional announcements encouraging listeners to participate in such events.

Creating and Selecting Programming: Programmers and Executives at our stations regularly attend meetings with local civic leaders, local governing bodies, local business leaders and local non-profits where-in we stress the important role that radio plays in each community and the best ways to utilize radio resources to further their causes and disseminate their information to the public. In addition, we air public service announcements encouraging listeners to submit information outlining community efforts, issues and events so that they may be included in our programming efforts.

We also run weekly and/or monthly polls online, highlighting community issues and offering opportunities to speak out. And, we solicit online at our websites and in our electronic newsletters for information outlining community efforts, issues and events for inclusion on our website listings of upcoming local events for non-profits and civic functions. Such efforts have proved to be highly successful with no less than 3 to 4 pages of events running at all times, sorted by event date and town for easy use by visitors.

Emergency Programming: Our stations are known for their ability to be on the air and accurate in the reporting of information in emergency situations. From announcements as simple as school and business cancellations and delayed openings for inclement weather, to child abduction information included in AMBER alerts, our stations take their role very seriously.

We function as a state primary for EAS and our General Manager spearheaded the campaign to have the AMBER plan implemented in our state. We have back-up generators in place throughout our audio chain for the highest level of functionality in any power loss situation so that we may best serve our communities and maintenance plans in place to be sure that everything is functional if/when the need arises.

Political Programming: Our Talk and Information stations cover local politics in great detail for each city of license. We identify the races that our listeners are the most concerned about, or have the most questions about and schedule the candidates on separate days to come into the studio and speak to the issues and take phone call questions from listeners.

We highlight the issues in our cities of license and surrounding areas and promote open discussions and commentary during open phone segments in morning drive as well as in promotional announcements that feature audio segments of commentary from listeners and rotate throughout all following dayparts.

Our stations have worked hard to establish reliable lines of communication with the Secretary of the State's office and take great pride in our ability to keep listeners up to date on upcoming referendums, elections and issue related elections. As a result of our ongoing relationship the Secretary of the State felt comfortable enough to approach our stations about recording public service announcements to promote the new voter address confidentiality program for battered women. We wrote, produced, distributed and aired multiple versions for this campaign to help spread the word and we followed up with live interviews on the morning show to increase awareness.

We promote the importance of voting and how to register, as well as deadlines and polling places. We also do interviews and run public service announcements to put listeners who need rides to the polls, together with people who offer such rides. When this information becomes available to us it is always featured prominently on the events pages, news pages or Your Town sections of our websites and in promotional announcements for the websites that include enough detail to let listeners know how to make use of the data and information listed online at our sites.

Civic, Cultural and Other Community Responsive Programming: Our programming is multi-pronged in it's approach and the natural desire to keep our content entertaining, varied and of interest to our listeners results in a wide variety of elements airing in any given week. We have very good relationships with our local civic organizations, non-profit cultural groups and others because we are helping each other. We help them and they help us ... Our management and air staff has worked tirelessly over the years, promoting the arts. Local theater, ballet, orchestra and more play a pivotal role in the success of any town or citywide development. We have been there for the arts at all levels, helping to raise funds, helping to raise awareness, documenting and informing listeners as theaters have been rebuilt, championing their causes against the destruction of historical edifices and spearheading fundraising efforts for local theater in a number of towns that we serve. Every week features public service announcements in rotation to promote some aspect of the arts or other civic enterprise. In addition to the arts, we heavily promote a wide variety of issues ranging from topics pertaining to minority groups, women, youth, seniors and religious groups. We carry local sporting events such as high school football and basketball, baseball games for the local minor league team and more. We work closely with the police department, the fire department and local boards of education on their issues highlighting such issues in interviews in morning and afternoon drive and airing public service announcements as needed. We average 5-20 public service announcements a day on our stations, often times even more depending on need and availability.

In the past year we have covered, promoted and been a part of increasing awareness for blood drives, toy drives for needy children, fundraising for National Guard family members, AIDS, Adult Education/Literacy, Anti-Crime, Anti-Violence, Breast Cancer Awareness, Prostate Cancer Awareness, Children's Issues like domestic abuse, adoption and mentoring, Drunk Driving, Drinking During Pregnancy, Drug Use and Abuse, Hunger, Poverty, Homelessness, The United Way, Local Churches, Local Theater, Connecticut Public Television, Local Hospitals, The Juvenile Diabetes Foundation, Veteran's, State and Local Police and The Shriners just to name a few.

Music: Our stations work closely with local bands when promoting charitable events and fundraisers. We often feature these local bands in studio with the morning show, highlighting their music and their efforts in the community. We have successfully partnered on community events with The Nifty Fifties, Abbey Road Tire Biter and many others.

Station Participation in Community Activities: Through sponsorship and promotion of local charities our stations have helped to raise literally, millions of dollars for local non-profits and charitable organizations. We sponsor and promote charity auctions nearly every month, we hold an annual radiothon for our local children's hospital every year, we partner with the March of Dimes, the American Heart Association, The Alzheimer's Association, the Juvenile Diabetes Association and more to raise funds and awareness. Executives at our stations are active members in a wide variety of groups such as CRIS Radio (radio for the blind), The Rob Branham Foundation for Leukemia Research, Rotary, Chamber of Commerce, The Connecticut Breast Health Initiative, The Connecticut Children's Medical Center, UNICO, The Lutz Children's Museum, FoodShare, FoodShelf, local churches and local chapters of the American Red Cross, in an effort to further the ability of radio in general and our stations specifically, to be of help to each group and community that is served. The General Manager has served on the board of the Connecticut Traumatic Brain Injury Association, is a past president of the Rotary Club of Bloomfield, currently serves on the Board of the Governor's Prevention Partnership which sponsors many programs aimed at the youth in our community, including drug prevention and mentoring programs, is currently the Chair of the Board of CRIS (Connecticut Radio Information System) a reading service for the blind and print handicapped, and is an elected member of the Town Council in Windsor, Connecticut. Additionally, the General Manager has served as Chair of the Connecticut Broadcasters Association for the past three years and was instrumental in a successful campaign to get an Amber immunity bill passed in the Connecticut General Assembly. He also serves as the Chair of the Connecticut State Emergency Communications Committee and was instrumental in writing the Amber Plan for Connecticut. The Buckley stations serve as one of the State Primary (SP) stations for Connecticut. The stations are connected by wire and microwave with the Department of Public Safety and the Office of Emergency Management.